

This listing of claims will replace all prior versions, and listings of claims in the application.

Listing of Claims:

1. (Cancelled).
2. (Previously presented) The system of claim 62, wherein the data warehouse contains healthcare data.
3. (Previously presented) The system of claim 62, wherein the data warehouse contains human resource data.
4. (Previously presented) The system of claim 62, wherein the data warehouse contains financial data.
5. (Cancelled).
6. (Previously presented) The system of claim 62, wherein said inferencing engine generates and outputs the personal interest graph (PIG).
7. (Previously presented) The system of claim 62, wherein said inferencing engine generates and outputs the personal interest graph (PIG) created for the user based on data rules, said system further comprising:
a display for displaying information selected from said content store based at least in part on the PIG.
8. (Previously presented) The system of claim 62, wherein the inferencing engine generates consequences based on information in said data warehouse, said user data is tagged in accordance with said ontology, and the inferencing engine generates and outputs a list of the linked weighted second nodes.
9. (Previously presented) The system of claim 62, further comprising a display for providing a personalized view of said content for said user.

10. (Previously presented) The system of claim 62, further comprising a display for providing a personalized view of said content regarding said user for a third party.

11. (Previously presented) The system of claim 62, wherein said user data includes click stream data.

12. (Previously presented) The system of claim 62, wherein said user data includes source data.

13. (Previously presented) The system of claim 62, wherein said user data includes explicit data.

14. (Previously presented) The system of claim 62, wherein said user data includes implicit data.

15. (Previously presented) The system of claim 62, further comprising a third party user obtaining a personalized view of said user, wherein the third party user is displayed information relating at least in part to said user's personalized view.

16. (Previously presented) The system of claim 15, wherein the third party provides information to said user related to said displayed information.

17. (Original) The system of claim 15, wherein the third party provides information regarding said user to another, other than said user.

18. (Cancelled)

19. (Cancelled).

20. (Previously presented) The electronic process of claim 25, wherein said drawing conclusions step is performed by at least one inferencing engine.

21. (Previously presented) The electronic process of claim 25, wherein said receiving user data step includes receiving healthcare data related to said user.

22. (Previously presented) The electronic process of claim 25, wherein said receiving user data step includes receiving human resource data related to said user.

23. (Previously presented) The electronic process of claim 25, wherein said receiving user data step includes receiving financial data related to said user.

24. (Previously presented) The electronic process of claim 25, further comprising the step of:

generating a personal interest graph (PIG) regarding a user based on data rules.

25. (Previously presented) An electronic process for drawing conclusions for personalized content relating to a user, comprising the steps of:

receiving user data corresponding to a user;

tagging said user data in accordance with an ontology, the ontology having a collection of first nodes representing related concepts and a plurality of relationships among the collection of nodes;

drawing conclusions over at least said tagged user data; and

generating and outputting a list of weighted second nodes, each weighted second node corresponding to one of the first nodes of the ontology, each weighted second node indicating a degree to which the user is interested in the concept of the corresponding first node of the ontology.

26. (Previously presented) The electronic process of claim 25, further comprising the step of:

displaying said conclusions to said user.

27. (Previously presented) The electronic process of claim 25, further comprising the step of:

displaying said conclusions to a third party.

28. (Previously presented) The electronic process of claim 25, further comprising the steps of:

receiving content;

tagging said content in accordance with the collection of first nodes of said ontology.

29. (Previously presented) The electronic process of claim 25, further comprising the step of:

enhancing said user data with at least one of click stream data, source data, explicit data, and implicit data.

30. (Previously presented) The electronic process of claim 25, further comprising the steps of:

separately storing said tagged user data in a data mart, and

analyzing said separately stored tagged user data.

31. (Cancelled).

32. (Previously presented) The computer system of claim 34, wherein said means for drawing conclusions further comprises:

means for drawing inferences.

33. (Previously presented) The computer system of claim 34, further comprising:

means for generating a personal interest graph (PIG) regarding a user based on data rules.

34. (Previously presented) A computer system for drawing conclusions for personalized content relating to a user, comprising:

means for receiving user data corresponding to a user;

means for tagging said user data in accordance with an ontology, the ontology having a collection of first nodes representing related concepts and a plurality of relationships among the collection of first nodes;

means for drawing conclusions over at least said tagged user data; and

means for generating and outputting a list of weighted second nodes, each weighted second node corresponding to one of the first nodes of the ontology, each weighted second node indicating a degree to which the user is interested in the concept of the corresponding first node of the ontology.

35. (Previously presented) The computer system of claim 34, further comprising:
means for displaying said conclusions to said user.

36. (Previously presented) The computer system of claim 34, further comprising:
means for displaying said conclusions to a third party.

37. (Previously presented) The computer system of claim 34, further comprising:
means for receiving content; and
means for tagging said content in accordance with the collection of first nodes of said ontology.

38. (Previously presented) The computer system of claim 34, further comprising:
means for enhancing said user data with at least one of click stream data, source data, explicit data, and implicit data.

39. (Previously presented) The computer system of claim 34, further comprising:
means for separately storing said tagged user data in a data mart, and
means for analyzing said separately stored tagged user data.

40. (Cancelled).

41. (Cancelled).

42. (Previously presented) A computer-readable medium for storing a data structure, said data structure comprising:

a first portion storing user data tagged in accordance with an ontology, the ontology having a collection of first nodes representing related concepts and a plurality of relationships

among the collection of first nodes;

a second portion storing a weighting value associated with said user data, said second portion being part of a list of weighted second nodes, each weighted second node corresponding to one of the first nodes of the ontology, each weighted second node indicating a degree to which the user is interested in the concept of the corresponding first node of the ontology.

43. (Previously presented) The computer-readable medium according to claim 42, said data structure forming a personalized interest graph.

44. (Previously presented) The system according to claim 62, wherein said user is de-identified in said data warehouse.

45. (Previously presented) The electronic process according to claim 25, said receiving step further comprising the steps of:

receiving user data relating to a de-identified user; and,
authenticating said de-identified user.

46. (Previously presented) The computer system according to claim 34, further comprising:

means for receiving user data relating to a de-identified user; and,
means for authenticating said de-identified user.

47. (Cancelled).

48. (Previously presented) A system for providing tagged content comprising:
a content store that stores content information;
an ontology, the ontology having a collection of first nodes representing related concepts and a plurality of relationships among the collection of first nodes; and

a first inferencing engine that generates consequences based on information in said content store;

wherein said content information is tagged in accordance with the collection of first nodes of said ontology and said consequences are a list of weighted second nodes, each weighted

second node corresponding to one of the first nodes of the ontology, each weighted second node indicating a degree to which the user is interested in the concept of the corresponding first node of the ontology.

49. (Previously presented) The system of claim 48, wherein said consequences are a content information graph.

50. (Previously presented) The system according to claim 48, further comprising:
a data warehouse that stores tagged user data; and
a second inferencing engine that generates consequences based on said tagged user data.

51. (Original) The system according to claim 50, further comprising:
a comparator that compares the consequences of from said first inferencing engine with the consequences from said second inferencing engine.

52. (Cancelled).

53. (Previously presented) The electronic process according to claim 55, further comprising the steps of:
storing tagged user data in a data warehouse; and
drawing second conclusions over at least said tagged user data.

54. (Previously presented) The electronic process according to claim 53, further comprising the step of:
comparing the consequences of said drawing first conclusions step with the consequences of said second conclusions step.

55. (Previously presented) An electronic process for drawing conclusions for content comprising the steps of:
receiving content information;
tagging said content information in accordance with an ontology, the ontology having a

collection of first nodes representing related concepts and a plurality of relationships among the collection of first nodes; and

drawing first conclusions over at least said tagged content information;

wherein said first conclusions are a list of weighted second nodes, each weighted second node corresponding to one of the first nodes of the ontology, each weighted second node indicating a degree to which the user is interested in the concept of the corresponding first node of the ontology.

56. (Previously presented) The electronic process according to claim 55, wherein said first conclusions are a content information graph.

57. (Cancelled).

58. (Cancelled).

59. (Cancelled).

60. (Previously presented) The system of claim 7, wherein the information selected from said content store based at least in part on the PIG comprises an article.

61. (Previously presented) The system of claim 7, wherein the information selected from said content store based at least in part on the PIG comprises an advertisement.

62. (Previously presented) A system for providing personalized content to a user, the system comprising:

a data warehouse storing user data related to a user, wherein the user data comprises at least one of user-provided data, third-party-provided data, and click-stream data;

an ontology including a hierarchical collection of linked first nodes, wherein each first node in the hierarchical collection of linked nodes represents a concept and the concepts of any two linked first nodes being related to each other;

an inferencing engine including a set of rules for making conclusions about the user based on the user data;

a personalization interest graph for the user including a hierarchical collection of linked second nodes, the second nodes including the linked first nodes from the ontology, at least some of the second nodes being weighted nodes, the weighted second nodes including weight values based on the user data and based on conclusions about the user made by the inferencing engine, each weighted second node corresponding to a first node of the ontology, each weighted second node indicating the degree to which the user is interested in the concept of the corresponding first node of the ontology;

a content store storing content tagged using the hierarchical collection of linked first nodes from the ontology; and

a processor configured to select tagged content from the content store based on the personalization interest graph for the user.

63. (Previously presented) The system of claim 62, wherein a node in said collection of first nodes is related to two or more ancestor nodes.

64. (Previously presented) The system of claim 62, wherein tagging said user data comprises associating said user data with two or more first nodes in said collection of nodes.

65. (Previously presented) The computer-readable medium according to claim 42, wherein a node in said collection of first nodes comprises a list of references to two or more ancestor nodes.

66. (Previously presented) The system of claim 62, wherein at least one node in said hierarchical collection of linked first nodes is linked to two or more ancestor nodes.

67. (Previously presented) The system of claim 62, wherein said selected tagged content comprises two or more tags, each said tag associated with a different node in said hierarchical collection of linked first nodes.

68. (Previously presented) The electronic process of claim 25, wherein the first nodes of the ontology are unweighted according to user data.

69. (Previously presented) The computer system of claim 34, wherein the first nodes of the ontology are unweighted according to user data.

70. (Previously presented) The computer-readable medium of claim 42, wherein the first nodes of the ontology are unweighted according to user data.

71. (Previously presented) The system of claim 48, wherein the first nodes of the ontology are unweighted according to user data.

72. (Previously presented) The electronic process of claim 55, wherein the first nodes of the ontology are unweighted according to user data.

73. (Previously presented) The system of claim 62, wherein the first nodes of the ontology are unweighted according to user data.